

IN THE CLAIMS:

1. (Currently Amended) A method for a first server to select content to be displayed on a computer accessing a Web site of a second server, comprising the steps of:

the second server collecting user identification data from the computer accessing the Web site;

the second server sending the collected user identification data and a request for content to the first server;

the first server retrieving user information corresponding to the user identification data from a database of user information accessible to the first server;

the first server applying the retrieved user information to a rule base including a plurality of rules;

the first server servicing the request for content by selecting advertising to be displayed on the second server's Web site based upon a result of the application of the retrieved user information to at least one of the plurality of rules;

the first server sending an address of the selected advertising to the accessing computer, and

causing the accessing computer to fetch the selected advertising from the address sent to the accessing computer and to integrate the fetched advertising into a currently displayed page of the Web site.

2. (Original) The method of claim 1, wherein at least one of the plurality of rules is customizable.

3. **(Original)** The method of claim 1, wherein the user identification data is included in at least one file stored on the accessing computer.

4. **(Original)** The method of claim 3, wherein the at least one file is configured as a cookie.

5-10. **(Canceled)**

11. **(Previously Presented)** The method of claim 1, wherein the second sending step is carried out by the second server.

12. **(Previously Presented)** The method of claim 1, wherein the selected advertising includes at least one of: a product recommendation and a link to another Web site.

13. **(Previously Presented)** The method of claim 12, wherein the selected advertising includes a combination of the product recommendation and a deep link into said another Web site where the recommended product is featured.

14. **(Original)** The method of claim 1, wherein an applicability of at least one of the plurality of rules of the rule base is selectively limited by at least one parameter.

15. **(Original)** The method of claim 14, wherein the at least one parameter includes time, date, geography, age, sex, income level, browser type and record of past purchases or inquiries.

16. **(Original)** The method of claim 1, further comprising the step of updating the database of user information based upon an activity of a user of the accessing computer.

17. **(Previously Presented)** The method of claim 1, wherein the first sending step sends a request for the selected advertising along with the collected user identification data.

18. **(Currently Amended)** A system comprising:

- a merchant Web server;
- an affiliate Web server, the affiliate Web server being coupled to the merchant Web server over a computer network;
- a database of user information accessible to the merchant Web server;
- a rule base including a plurality of configurable rules, the rule base being accessible to the merchant Web server;
- a first process within the affiliate Web server to collect a user identification from a computer accessing a Web site controlled by the affiliate Web server and for sending the collected user identification and a request for content to the merchant Web server along with a request for content;
- a second process within the merchant Web server for retrieving user information from the database corresponding to the collected user identification;
- a third process within the merchant Web server for servicing the request for content by applying user information obtained from the database to the plurality of rules and for returning an address of selected advertising in response to the request for content, the advertising being selected based upon a result of applying the user information to the plurality of rules, and
- a fourth process within the computer accessing the Web site to fetch the selected advertising from the returned address and to cause the fetched advertising to be integrated into the Web site controlled by the affiliate server.

19. **(Original)** The system of claim 18, wherein the user identification data is included in at least one file stored on the accessing computer.

20. **(Original)** The system of claim 19, wherein the at least one file is configured as a cookie and wherein the first process is configured to retrieve the cookie from the accessing computer.

21-22. **(Canceled)**

23. **(Previously Presented)** The system of claim 18, wherein the affiliate Web server is configured to carry out the fourth process by transmitting the selected advertising to the accessing computer and wherein a browser running on the accessing computer is configured to integrate the fetched advertising into the Web site displayed to the user.

24. **(Original)** The system of claim 23 wherein the affiliate Web server is configured to transmit the selected content via HTTP and TCP/IP.

25-26. **(Canceled)**

27. **(Previously Presented)** The system of claim 18, wherein the accessing computer is configured to carry out the fourth process.

28. **(Previously Presented)** The system of claim 18, wherein the selected advertising includes at least one of a product recommendation and a link to another Web site.

29. **(Previously Presented)** The system of claim 28, wherein the selected advertising includes a combination of the product recommendation and a deep link into said another Web site where the recommended product is featured.

30. **(Original)** The system of claim 18, wherein an applicability of at least one of the plurality of rules of the rule base is selectively limited by at least one parameter.

31. **(Original)** The system of claim 30, wherein the at least one parameter includes time, date, geography, age, sex, income level, browser type and record of past purchases or inquiries.

32. **(Original)** The system of claim 18, further including a fifth process to update the database of user information based upon an activity of a user of the accessing computer.

33. **(Previously Presented)** The system of claim 18, wherein the first process also collects, from the accessing computer, a request for the selected advertising along with the collected user identification data.

34. **(Original)** The system of claim 18, further including a rules engine configured to enable each of the plurality of rules to be customized and configured to enable a creation of new rules.

35. **(Currently Amended)** A method of delivering personalized advertising from a first server to a computer accessing a second server, comprising the steps of:

receiving in the second server a request for the personalized advertising from the accessing computer, the accessing computer having accessed a Web page that includes embedded code configured to send the request for personalized advertising to the first server over a computer network along with selected user identification data;

the first server retrieving user information corresponding to at least one of the user identification data and the accessed Web page from a database of user information accessible to the first server;

the first server applying the retrieved user information to a rule base including a plurality of rules;

the first server servicing the request for personalized advertising by selecting advertising to be posted in the accessed Web page based upon a result of the application of the retrieved user information to at least one of the plurality of rules, and

the first server sending an address of the selected advertising to the accessing computer for posting into the accessed Web page.

36. **(Original)** The method of claim 35, wherein at least one of the plurality of rules is customizable.

37. **(Original)** The method of claim 35, wherein the user identification data is included in at least one file stored on the accessing computer.

38. **(Original)** The method of claim 37, wherein the at least one file is configured as a cookie and wherein the receiving step receives user identification data collected from the cookie stored on the accessing computer.

39. **(Original)** The method of claim 35, wherein the receiving step is carried out via HTTP and TCP/IP.

40. **(Previously Presented)** The method of claim 35, wherein the selected advertising includes at least one of a product recommendation and a link to another Web site.

41. **(Previously Presented)** The method of claim 40, wherein the selected advertising includes a combination of the product recommendation and a deep link into said another Web site where the recommended product is featured.

42. **(Original)** The method of claim 37, wherein an applicability of at least one of the plurality of rules of the rule base is selectively limited by at least one parameter.

43. **(Original)** The method of claim 42, wherein the at least one parameter includes time, date, geography, age, sex, income level, browser type and record of past purchases or inquiries.

44. **(Original)** The method of claim 37, further comprising the step of updating the database of user information based upon an activity of the accessing computer.